1   **CLAIMS**

2   What is claimed is:

3   1.   A computer code embodied on a computer readable medium for a

4   customer-centric restaurant communication system, comprising:

5   a code segment that provides a user interface that allows a restaurant diner to

6   order food and drinks without interaction with a human server;

7   a code segment that provides a virtual server as part of the user interface, for

8   assisting the restaurant diner with the user interface;

9   a code segment that provides bill payment functionality to allow the restaurant

10   diner to pay for the food and drinks with cash, a check, credit card, or a gift

11   certificate; and

12   a code segment that provides entertainment services to occupy the attention of

13   the restaurant diner.

14   2.   The computer code embodied on a computer readable medium for a customer-

15   centric restaurant communication system from claim 1, wherein the

16   entertainment service is movie information access.

17   3.   The computer code embodied on a computer readable medium for a customer-

18   centric restaurant communication system from claim 1, wherein the

19   entertainment service is a game.

20   4.   The computer code embodied on a computer readable medium for a customer-

21   centric restaurant communication system from claim 1, wherein the

22   entertainment service is Internet access for browsing websites.

23   5.   The computer code embodied on a computer readable medium for a customer-

24   centric restaurant communication system from claim 1, wherein the

25 entertainment service is Internet access in which browsing is limited to a
26 predetermined set of websites.

27 6. The computer code embodied on a computer readable medium for a customer-
28 centric restaurant communication system from claim 1, further comprising a code
29 segment that allows the restaurant diner to send Internet e-mail messages.

30 7. The computer code embodied on a computer readable medium for a customer-
31 centric restaurant communication system from claim 1, further comprising a code
32 segment that allows the restaurant diner to send messages to a second
33 restaurant diner also using the restaurant communication system.

34 8. The computer code embodied on a computer readable medium for a customer-
35 centric restaurant communication system from claim 1, further comprising a code
36 segment that provides a data mining analysis tool for analyzing transactions
37 performed by the restaurant communication system.

38 9. The computer code embodied on a computer readable medium for a customer-
39 centric restaurant communication system from claim 1, further comprising a code
40 segment that allows the restaurant diner to purchase restaurant gift certificates.

41 10. The computer code embodied on a computer readable medium for a customer-
42 centric restaurant communication system from claim 1, further comprising a code
43 segment that allows the restaurant diner to place an order from a remote location
44 via the Internet.

45 11. The computer code embodied on a computer readable medium for a customer-
46 centric restaurant communication system from claim 1, further comprising a code
47 segment that manages an incentive program to encourage the restaurant diner to
48 order the food and the drinks.

49 12. The computer code embodied on a computer readable medium for a customer-
50   centric restaurant communication system from claim 1, further comprising a code
51   segment that provides integrated human resource capabilities for a restaurant.

52 13. The computer code embodied on a computer readable medium for a customer-
53   centric restaurant communication system from claim 1, further comprising a code
54   segment that performs voice recognition and voice synthesis to allow the
55   restaurant diner to operate the restaurant communication system even if
56   disabled.

57 14. The computer code embodied on a computer readable medium for a customer-
58   centric restaurant communication system from claim 1, wherein the virtual server
59   is an animated figure that emulates human personality traits.

60 15. The computer code embodied on a computer readable medium for a customer-
61   centric restaurant communication system from claim 1, wherein the virtual server
62   teaches the restaurant diner how to operate the restaurant communication
63   system.

64 16. The computer code embodied on a computer readable medium for a customer-
65   centric restaurant communication system from claim 1, wherein the virtual server
66   suggestively sells the food and the drinks to the restaurant diner.

67 17. The computer code embodied on a computer readable medium for a customer-
68   centric restaurant communication system from claim 1, further comprising a code
69   segment that allows the restaurant diner to make a restaurant reservation via the
70   Internet.

71 18. A computer code embodied on a computer readable medium for a
72   customer-centric restaurant communication system, comprising:

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74   a code segment that provides a user interface that allows a restaurant diner to order food and drinks without interaction with a human server;

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76   a code segment that provides a virtual server as part of the user interface, for assisting the restaurant diner with the user interface;

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78   a code segment that provides bill payment functionality to allow the restaurant diner to pay for the food and drinks; and

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80   a code segment that provides entertainment services to occupy the attention of the restaurant diner.

81 19. The computer code embodied on a computer readable medium for a customer-
82   centric restaurant communication system from claim 18, further comprising a
83   code segment that allows the restaurant diner to send messages to a second
84   restaurant diner also using the restaurant communication system.

85 20. The computer code embodied on a computer readable medium for a customer-
86   centric restaurant communication system from claim 18, further comprising a
87   code segment that manages an incentive program to encourage the restaurant
88   diner to order the food and the drinks.

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